



Professor Kathryn Payne reads from her work at the 7th Annual Labour Fair. **5**



Students show off their work at the Government Night Club. **7**



George Brown Graphic Design students are competition winners. **5**

# city college news

Volume 16 Number 7 | Summer 1999

A Bulletin For And By George Brown Employees

## Construction on new microelectronics centre begins

Get ready: George Brown is about to welcome a new facility at the Casa Loma campus. Blueprints of the new Centre for Advanced Microelectronics, designed by architectural firm Robbie/Young + Wright, have recently been finalized. Construction will begin in late June.

A special event to mark the project's initiation will take place at the College on June 25. The official opening will be held in the fall once the Centre is up and running.

According to Joy McKinnon, Faculty of Technology Dean, "this project is an initiative involving 14 corporate partners, the Ontario Ministry of Economic Development, Trade and Tourism, and George Brown. The Ministry will contribute \$2.1 million, the corporate partners will add over \$1 million, and the College will be making contributions," adds McKinnon.

A variety of staff across the College are helping to make the Centre a reality. Project Manager Yew-Thong Leong, an Assistant Professor with the Architectural Science and Landscape Architecture Department at Ryerson Polytechnic University,

Sample print ad for the Centre for Advanced Microelectronics.

is overseeing the entire project. Bashar Amer, Director of Facilities Management, is responsible for managing the design and construction of the physical facility. Alan Cobham, Manager of Planning and Renovations, is involved in facility design, construction, and the hiring of contractors and engineers. Hilde Zimmer, Technology Chair, is managing student recruitment for the Centre. Ruth Morayniss, Manager of Communications and Marketing, is overseeing advertising and marketing for the new facility. Academic planning

is being handled by Chair of Electrical/Electronics/Mechanical Engineering Robert Barnett. Joy McKinnon, the Centre's Director, is managing its budget, as well as its relationships with the corporate and government partners.

According to Leong, "an advisory committee has been set up, that is largely comprised of representatives from the various industries that employ graduates of microelectronics programs." Adds Leong: "their main goal is to ensure that George Brown's new facility will meet industry needs."

Construction on the Centre

will involve building three new labs in Room 301 at 160 Kendal Avenue. This space housed one of the College's carpentry labs.

Both the Faculty of Technology and the Communications and Marketing Department have been actively promoting the Centre. A detailed recruitment brochure was produced in April and sent to high schools in early May. A student recruitment advertising campaign for the Centre began in April (see ad above) and will continue throughout the spring.

For more information about the Centre, call (416) 415-4834.



## from the president

Frank Sorochinsky

**W**e reported on the first three of the Key Performance Indicators (KPI) — graduate employment, employer satisfaction and graduate satisfaction — in the last issue of *city college news*. Since then, we have received the results of the student satisfaction survey. While students have given us high praise for many of our programs and their learning experience, they have expressed serious concerns about our facilities, resources and services. The results call for significant improvement in many areas.

While results for George Brown, for the first three KPI, compared favourably with the system results, the results from the student satisfaction survey are disappointing. While Metro colleges as a whole had lower satisfaction levels than smaller community colleges, our results demonstrate that we must make major improvements in our service levels if we are to achieve our goal of being the College of choice in Metro.

Since the release of the student satisfaction data, I have met to review the results with a number of groups within the College. Everyone agrees that the results demand a strong and broad-based response. We must work together to make the most urgent improvements now. We

will be involving as many people as possible in this process — students, faculty, support staff and administration. We have already begun discussions with

**When students return this September, they must begin to see a dramatic change in our service performance, in the areas identified by them to be the most critical.**

Deans, Directors, Chairs, the Student Association, Local Unions, College Council, and the Board of Governors — all of whom have a key role to play.

To make sure we stay on track with this commitment, I have asked Dean Michael Cooke to co-ordinate the College's efforts for this important initiative. He will assist with the development and implementation of action plans that are achievable and that will translate into significantly improved programs and service levels.

When students return this September, they must begin to see a dramatic change in our service performance, in the areas identified by them to be the most critical. By pulling together across the College, we will ensure that they do.

## STU-VIEW to save time for staff and students

George Brown is launching a fast, new way for students to check their marks and timetables, without visiting, or waiting in line at a College registration centre.

Starting this spring, students will be able to go on-line to STU-VIEW from the College's open-access computer lab, or any other web access point. With STU-VIEW, students can update their records and check their transcripts, grades, or timetables.

Until now, accomplishing any of this involved visiting a College registration centre, filling out forms, and often waiting in line to speak to a Registration Assistant.

During peak periods, at the beginning of semesters, hundreds of students per day would converge on the College's two registration centres, creating long, slow-moving line-ups.

With the on-line system, which will be linked to the College's web site at [www.gbrownc.on.ca](http://www.gbrownc.on.ca), students can go on-line to STU-VIEW 24 hours a day, seven days a week.

By entering their student number and a special personal identification number (PIN) issued by the Registrar's Office, students will be able to:

- check and update their address, phone numbers, and e-mail address
- check their grades
- view and print an unofficial transcript

- view and print their student timetable

- view "holds" on their records for academic or financial reasons

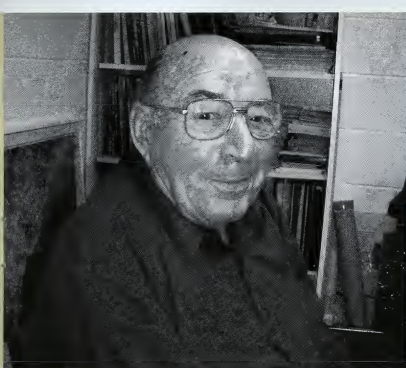
"The ability to see a transcript will be a particular advantage to continuing education students, who often assemble the courses for a certificate or diploma program over several years," says Registrar Fahida Hanif. "Currently, those students are only given paper records of their completed courses, which they must file away for future reference," says Hanif.

"The new system will not only save time and trouble for current students, but will also free Registration Centre staff from routine tasks, enabling them to spend more time helping the people who need it," adds Hanif.

STU-VIEW will also offer users access to a complete list of class timetables for day and continuing education courses on the College's database. The class timetable includes the names of teachers, class times and class locations.

Creating the on-line system was a project of the Registrar's Office, whose staff worked with the Information Systems Department (in particular, with programmer Maria Lee), as well as the SCT Company, who supplied the College's Banner Student Information System on which STU-VIEW is based.

Full-time students will begin using STU-VIEW this summer, and continuing education students will start using STU-VIEW this fall.



Seniors' Association President Harold Miller.

## Seniors' Association hosts lecture series

One of the most popular courses at George Brown is not even listed in the College's calendar. For the past 12 years, *Great Treasures of the World* has been offered to its members by the College's Seniors' Association. The 10-part lecture series combines world history, art and culture. It features engaging and knowledgeable presenters who illustrate their talks with slides of art and architecture. The Association boasts 800 members who are all over 55 years 'young'.

The lecture series runs from April to June, always filling to capacity. This spring, *Treasures Part XIII* is being taught by University of Toronto Professors Drs. Kenneth Bartlett and Elizabeth Legge.

Association members can also take courses about music, computers, religion, or one of dozens of other topics offered every year by the 12-year-old Association. It regularly surveys its members of their needs, develops courses, hires teachers,

and handles all its own registration and finances.

President Harold Miller, who ran a number of businesses before retirement, says encouraging education is a key goal of the Association. "My objective is to try and get as many people as possible interested in these courses," he says.

In addition to the courses, Association members board buses, eight times a year, for day trips to destinations such as Shaw Festival and Royal Botanical Gardens.

Association members also raise funds for student bursaries for George Brown's Activation Coordinator/Gerontology program, and present guest lectures to students in that program. They are also involved in other activities, such as developing a College proposal for funding, as part of the International Year of Older Persons, in 2000.

**For more information about the Seniors' Association, call (416) 415-2418.**

## Three programs revived; foundation visual arts added for fall '99

Starting September 1999, George Brown is offering three restructured programs and one new introductory program to Visual Arts.

The School of Art and Design is offering two newly restructured two-year diploma programs — Printing Technician and Furniture Technician. With the help of external advisory committees comprising industry and business leaders, these two-year diploma programs have been updated to address the changing needs of Canadian industry. Both programs involve working with advanced technical equipment and require students to meet high standards of craftsmanship.

**Printing Technician:** This program offers a well-rounded basic understanding of graphic arts and printing processes. In the second year, students complete an internship which provides key hands-on industry experience.

**Furniture Technician:** Students focus on woodworking basics in year one of this program. In the second year, students specialize in a specific area of the industry.

**Foundation Studies/Visual Arts:** This new, one-year certificate program is being offered

by the School of Art and Design. Created specifically for generalist art students, to help them assemble a versatile portfolio, the program includes intensive studies in drawing, design, art history, colour, and communications. The program also includes an introductory course in computer applications. For more information about this program, call Rosalie Starkey, Chair, School of Art and Design, at 415-4842.

**Office Administration — Support Specialist:** George Brown's School of Business is offering a new, two-year diploma program that will provide students with high-level skills training, enabling them to meet the demands of today's dynamic offices. Year one will entail hands-on instruction on the most current office-related computer software, an introduction to basic business principles, and an in-depth course in effective communication skills. During the second year, students will concentrate on a specific program area — medical, logistics, marketing, or financial services. Graduates will use their marketable skills as customer service representatives or administrative support specialists — medical, logistics, marketing, or financial services.

**For more information, call: (416) 415-2153.**

Your country has been ravaged by war, leaving a government poised on rebuilding the nation, with education near the bottom of its priority list. The daycare centre – your second home – is clean, yet understaffed, and has only a few stuffed toys, and nothing else, to keep all the children amused. It's the same situation at the orphanage across town. You are a child of Bosnia.

# Books for Bosnia

**T**he Books for Bosnia project is an initiative of the staff of the Early Childhood Education (ECE) Department at George Brown College. Its aim is to collect new picture books for donation to Bosnian child care centres, orphanages and refugee settlement villages for pre-primary educational programs. All cash donations will go toward the purchase of books.

The project team includes George Brown ECE Co-ordinator Lynn Wilson, ECE Professors Karen Chandler and Zeenat Janmohamed, and Director of the Ryerson School of Early Childhood Education, June Pollard.

One component of this initiative involves the team visiting Tuzla, in northeastern Bosnia, for three weeks this summer. Team members will take the donated books with them.

Donations of new picture books, books with little text, or cash will be gladly accepted. You can drop off books at any

George Brown Child Care Centre, or the Registration offices at either Casa Loma or St. James campus. Cheques should be made out to: The George Brown College Foundation — Books for Bosnia, and sent to: 200 King Street East, Room 563E, Toronto, M5A 3W8. A \$50 donation will buy six books, and a \$100 donation will buy 12 books.

## Professors provide expertise to Bosnians

The ECE Books for Bosnia initiative this summer is scheduled to be a busy trip. The project team, including George Brown ECE Co-ordinator Lynn Wilson, ECE Professors Karen Chandler and Zeenat Janmohamed, and Ryerson's School of ECE Director, June Pollard, will visit the University of Tuzla as guest lecturers.

At the University, they will conduct training workshops with

front-line staff, focusing on curricula. Also on the agenda will be helping to develop programs with teachers, specifically: "helping to build program models that combine academic courses with field placement components," says Janmohamed.

According to Janmohamed, the team also hopes to set up a "conference of ECE educators, faculty and government representatives, where they can discuss and network about ECE services in the Tuzla area."

Lynn Wilson believes that the network is "just getting people to talk to each other," which is the first step toward improving the pre-primary programs.

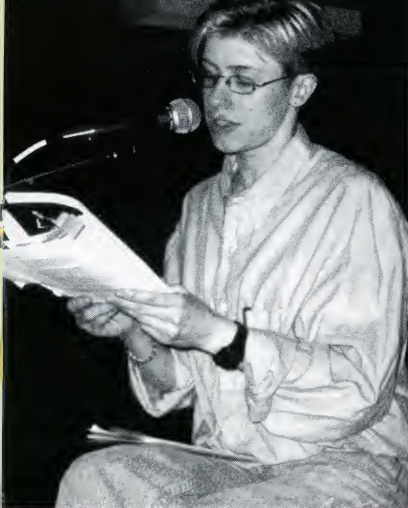
"Despite the impact of the war," says Janmohamed, "there is an energy among these people to improve conditions in these facilities." She cites the lack of resources, both financial and material, as their major stumbling block. The team is working in close partnership with agencies in Tuzla, who are giving them "lots of feedback on the kind of support they need," adds Janmohamed.

**"Despite the impact of the war, there is an energy among these people to improve conditions in these facilities."**  
—Zeenat Janmohamed

Last summer, Zeenat paid a visit to Bosnia, where she explored various refugee settlement villages to take a first-hand look at the early childhood education programs that existed, and to see where child care services could be further improved. The Books for Bosnia project has evolved from her observations and the contacts made by team members.

Another related George Brown endeavour by ECE staff was very successful. About 20 ECE professors got together in early March to make an array of cognitive games, using arts and crafts supplies and a little handiwork. Approximately 50 teaching resources were made, including puzzles and games. These will be delivered to Bosnian ECE facilities by the team in June.





Kathryn Payne, Professor of Interdisciplinary Studies in the College's School of Labour, and a published poet, reads from her work at the 7th Annual Labour Fair. Held at the College March 22 to 26, the fair featured lectures, games and live musical performances.

## city.college people

### Winning Students

Mark Herd, a third-year, two-dimensional graphic design student, won a \$2,000 scholarship, from Photodisc, an Internet stock photography firm.

Graphic design graduate, Helen Nassar, won top prize last fall for her winning contemporary design of a wine label for Chateau des Charmes Gamay Nouveau 1998, which was held in conjunction with *Winetidings Magazine*.

Two graduates of Graphic Communications won awards at the annual Marketing Awards, held in Toronto in April. Joe Picolo, currently an art director at Gee Jeffery & Partners Advertising, won two Gold awards — for multimedia



Student Helen Nassar's winning wine label design.

and television campaigns. Chris Hall, a creative director at Toronto ad agency Ambrose Carr Linton Carroll Inc., won a Bronze award for a Public Service single ad.

# College unveils new centre for continuous learning

**M**aureen Callahan, Vice-president of Academic and Student Affairs, recently announced the new amalgamation of Continuing Education with the Centre for Learning Innovation and Academic Development. The new merger will be called the Centre for Continuous Learning, under the direction of new Dean Colin Simpson.

"It's bringing continuing

that continuing education should be represented at the senior management level.

According to Simpson, the new amalgamation will "make better use of our existing resources, increase efficiency, and make us more responsive to student needs."

The positive effects of the Centre will be felt College-wide. For students, it will mean increased access, because more

"[The new Centre brings] continuing education, distance education and alternative delivery modes under one roof."  
—Maureen Callahan

education, distance education and alternative delivery modes under one roof," says Callahan.

"Due to the increase in the College's post-secondary enrollment figures in recent years, and the concurrent decrease in the number of Chairs, it has become difficult for the Chairs to devote adequate time to continuing education — an important revenue area for the College," explains Callahan.

A restructuring allows a more focused approach to growth and development in this area, and better meets the needs of new student markets. It was also felt

courses and programs — including evenings, weekends and home-study — will be offered. Secondment opportunities for faculty will continue to be offered. Simpson also says he anticipates "bringing on more support staff to meet our needs during this growth phase."

Although the merging process will be phased in over the next few months, most of the Centre's services and projects will be fully operational by this September.

**For further information about the Centre for Continuous Learning, call 415-4370.**

# news in brief

## Start-up '99 gears up for fall

Staff and faculty volunteers are needed to assist Student Affairs in welcoming students to the College this fall. Organized volunteers will greet, direct and inform students during those first crucial and hectic days. Giving a few hours of your time will be much appreciated. To sign-up, call Franky Chernin, Student Success Co-ordinator, at ext. 2674.

## Colleges urge province to adopt OJIB report recommendations

In March, the Ontario Jobs and Investment Board (OJIB) released a report outlining the direction and role of the college system. This report has been strongly endorsed by Ontario college leaders — including Leslie Wright, Chair of the Council of Governors of the Association of Colleges of Applied Arts and Technology (ACAATO), and Dr. Robert Gordon, President of Humber College and Chair of ACAATO's Committee of Presidents.

In the report, OJIB recognizes the success of Ontario's colleges as central to Ontario's social and economic development, and calls for a 21st Century new charter for colleges, allowing them to become more market-driven and flexible.

The report addresses the fact that a single economic solution will not work for all regions. Gordon sees this as being right on target, and comments that "our colleges are located in all regions of the province. We see the impact of regional economic diversity on a daily basis. There

is no one-shot solution."

Also recommended in the report is increased investment in spaces for students, capital, and interest and debt relief for students with loans. It further calls for applied degrees from colleges, and improved credit recognition for college graduates at the university level.

## Foundation receives \$29,000 for student fund

The College's third annual *Swing into Spring* fund-raiser, for the Ontario Student Opportunity Trust Fund (OSOTF), took place on March 26 at Siegfried's, at the Faculty of Hospitality & Tourism.

Over 300 guests enjoyed a night of fine cuisine, blackjack and other games of chance, swing dancing, a silent auction, wine tasting, and door prizes.

This year's event was organized by the College's Foundation Director Margo Sheppard, as well as the Sport and Event Marketing students, with help from their Co-ordinator, Suzanne Kavanagh, and professors Duff Shaw and Suzanne Bristow. Bell Mobility sponsored the event.

Attendees included the George Brown Foundation Board of Directors, the College's Board of Governors, corporate sponsors, alumni, faculty, staff, and students. As beneficiary of the proceeds, on behalf of the Foundation, Margo Sheppard is already looking ahead: "If you missed this year's event, mark your calendars for next year."

A total of \$29,000, including government proceeds, was raised for the OSOTF, to produce bursaries such as the College's new Entrance Awards for financially challenged students.

# Booth at World of Work a success

The College's presence at this year's *World of Work* show at the Metro Toronto Convention Centre proved very successful. Held over two days in March, the event was free to the public and featured booths representing Toronto-area employers and educators, including George Brown. "It was definitely busier this year," says Recruitment Co-ordinator Peggy Bloom, who organized the College's participation at the show.

The show, which aimed to provide visitors with human resources solutions, had exhibits, keynote speakers, seminars, and question-and-answer periods. *The Toronto Sun*, sponsor of the event, offered sessions where participants could hone their interview skills, with human resources consultants on hand to critique their videotaped mock interviews.

At the College's booth were several staff and faculty members who fielded questions, and also handed out over 1,000 full-time calendars and 1,200 continuing education calendars to prospective George Brown students.

There was also a huge ballot box at the booth, and nearly 2,400 people filled out tuition ballots. Two draws were held and the lucky winners won a year of full-time and part-time tuition at George Brown.

In the weeks following the show, the Communications and Marketing Department mailed a "Thank You" postcard to each draw participant that had indicated interest in George Brown's programs. The postcard included the College's web address, phone number, and names of new and re-vamped programs slated to start this fall.

Peggy Bloom would like to thank the following people for their contributions to the show's success:

Rob Barnett, Chair, Electrical Engineering and Mechanical Technologies; Frank Belluomini, Co-ordinator, Furniture Production and Design; Lisa Bischoff, Communications Officer, Communications and Marketing; Jennifer Bolt, Chair, Distance Education; Anderson Coward, Public Relations Officer, Faculty of Hospitality & Tourism; Heather Donovan, Co-ordinator, School of Business; Cheryl Dunn, Communications Co-ordinator, Communications and Marketing; Tracey Elkind, Marketing Manager, Continuing Education; Sandy Gounder, Nursing student; Stacey Gray, Acting Continuing Education Co-ordinator, Community Services; Wayne Herd, Webmaster, Educational Resources; Susan Horne, Chair, Continuing Education; William Juranic, Continuing Education Co-ordinator, Faculty of Technology; Suzanne Kavanagh, Co-ordinator, Sport and Event Marketing; Bill Kidd, Co-ordinator, Printing Press, Graphic Communication; Andrew Leroux, Student Recruitment Assistant, Communications and Marketing; Neil McGillivray, Senior Communications Officer, Communications and Marketing; Jim Miekke, Co-ordinator, Screen Printing, Business and Creative Arts; Susan Sheehan, Professor, Court Reporting; Rosalie Starkey, Chair, Fashion and Creative Technology; Heather Stewart, Co-ordinator, Nursing, Faculty of Community Services and Health Sciences; John Swiderski, Professor, Interdisciplinary Studies, Faculty of Business and Creative Arts; Kathy Toy, Court Reporting graduate; Melanie Valenton, Nursing student; Yasmin Walli, Marketing Assistant, Communications and Marketing; David Wolfman, Professor, Culinary Techniques, Faculty of Hospitality & Tourism; Hilde Zimmer, Chair, Interdisciplinary Studies, Faculty of Technology.



A student model shows off the designs of graduating student Wayne Jiang at the College's annual Fashion and Creative Technology Fashion Show. Organized by Chair Rosalie Starkey, it was held at Toronto's Government Night Club on April 29.



George Brown staff (from left) John Hardy, Director of Educational Resources; Judi Linton, Chair of Counselling and Support Services; Franky Chernin, Student Success Co-ordinator; and Susan Stylianos, Director of Student Affairs, try their luck at the Wheel of Fortune at the College's *Swing into Spring* fund-raiser.



College President Frank Sorochinsky (second from right) proudly wears his "new identity" leather jacket, along with jacket winners (from left) Brian Glen, Professor, Welding Technology; Theresa Greasley, Payroll Clerk, Financial Services; and Donna Fundy-Golden, Continuing Education Co-ordinator, Community Services and Health Sciences. Draws were held at the St. James and Casa Loma campuses on March 1.

## Human Resources to pilot tuition assistance program

Human Resources has begun a pilot project for all full-time College staff, allowing employees to earn a certificate, diploma or degree that is relevant to their work at the College. The purpose of this plan, says Sally Roy, Vice-president of Human Resources, is to provide financial assistance for staff "in their pursuit of lifelong learning, as well as increase their capabilities in program delivery and in meeting the challenges of the workplace."

The program, which began on April 1, applies to courses at post-secondary institutions. According to Sally Roy, "the goals and outcomes of the certificate/diploma/degree program must complement the

College's strategic direction."

These goals must also adhere to the Professional Development Guidelines document (copies of which are available in Deans' and Directors' offices). Staff will be reimbursed when they complete each course.

As part of the project, staff who complete their certificate/diploma/degree will share their experiences with the college community. "This can be done by sharing a resource tool, presenting a workshop, delivering a class based on educational experiences, or writing an article for an educational journal," says Roy.

Details are being finalized by Human Resources and will be available shortly.

# college calendar

## JUNE

### 18

**Local 557 Swing into Spring Dance** This event, to be held at the United Steelworkers' Hall in Toronto, will feature DJ dancing, a cash bar, and a buffet including BBQ steaks, salads and desserts. Cost is \$5 for members and guests. For tickets/information, call Doug Johnson (415-2049), Marilou Martin (415-4661), or Chris Caron (415-2356).

### 21

**Management Training Program – Performance Through Coaching** (Hospitality & Tourism, June 21). For information and to register, call Linda Purser, at 415-4661.

### 23 & 24

**Summer Recruitment Open House for Fall Programs**  
Students can talk to instructors and learn about programs that are still open for September. All College faculties are participating. The event will take place in the St. James Campus main lobby — June 23, 6-8 p.m.; June 24, 2-4 p.m. For more information, call 415-2059.

### 23–July 27

**Banner GUI Training**  
These sessions will teach you helpful tools for navigating through and querying Banner, the College's suite of computer programs for registering students, performing Human Resources functions and tracking College finances. For more information, call Marg Whittleton, at 415-4663.

### 29–Aug. 25

**Summer Computer Training**  
Intensive one-day computer courses will be offered by the Staff Resources Centre. Registration is limited. For information, call Marg Whittleton, at 415-4663.

## JULY

**1** Canada Day  
College Closed.

## AUGUST

**2** Civic Holiday  
College Closed.

## SEPTEMBER

**6** Labour Day  
College Closed.

**7** First Day of Classes

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# GBC Ready for Y2K

Ian Barnett, Director of the College's Information Systems Department, reports that "compliance projects are well underway and will be largely completed by September 1, 1999."

In addition, contingency plans are being made, which are "necessary to have in place for unexpected problems that may occur," says Barnett. Keep reading *city college news* for Y2K updates.

# Winners of the George Brown "Athlete of the Year Awards" announced



## Top photo:

College President Frank Sorochinsky (left) awards George Brown's Female Athlete of the Year Helen Nassar. Helen was Captain of the Women's Soccer Team and led the Women's Indoor Soccer Team to an Ontario Colleges Athletic Association championship in the 1998/1999 season.

## Bottom photo:

President Frank Sorochinsky (right) awards student Nathan Hogan of the Men's Varsity Basketball Team with a plaque for Male Athlete of the Year. The ceremony was held at the College's Faculty of Hospitality & Tourism on April 8.



**THE CITY COLLEGE**  
**GEORGE BROWN**

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